R J Reynolds Tobacco Company

Trade Direct Marketing Group
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DATE: May 26, 1998

TO: Nick Kuruc

SUBJECT: June Trade Direct Marketing Mailing

Attached is your chain communication letter. **Please communicate this information to your chain immediately.** Also attached is the Program Summary Sheet (Attachment D).

If your mailing has cigarette coupons, please complete shaded area of Section II, coupon submission details, and include with your coupon submission to M/A/R/C, as instructed on the form. All redeemed coupons for the June 1998 mailing must be submitted to M/A/R/C no later than September 30, 1998, so that program accruals can be tabulated and finalized. This will be the final TDM mailing month to be financed under our current accrual program, and you should plan accordingly in order to properly finance the program. If you have any questions regarding accrual procedures, contact Anne Cullip at extension 1401.

Keep in mind that your Chain is responsible for one-half of the total program cost which includes printing/postage and coupon redemption. If you have any questions regarding program costs, please contact K. Wadia or Dick Luongo.

Thanks very much for your careful follow-through. Please call if you have any questions or suggestions.

Sincerely,

Nikki Lail

NDL:mh

Attachment

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